Public Health Service. "Chart Book on Smoking, Tobacco, and Health," 1969.

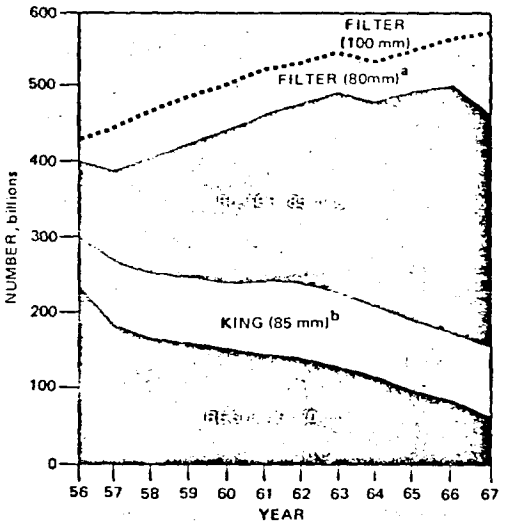
Cigarette Styles

Smoker preferences for different styles of cigarettes ave changed dramatically in recent years. Of the many elements responsible, perhaps the most impor- nt is the identification of smoking as a hazard to ealth and the resultant search for a cigarette with less tar and nicotine.

Regular cigarettes are decreasing in popularity hile king-size cigarettes without filters have main- tained a fairly constant level of acceptance. King-size cigarettes with filters, on the other hand, are being roduced and consumed in ever-growing quantities. rom a small percentage of the market in 1956, the longer filter cigarettes increased to more than 50 per- ent of the market by 1964 and to an even greater are in 1968. More recently smokers have switched to the extra long 100mm filter cigarettes.

On the following page is the Federal Trade Com- ission's ratings of the tar and nicotine content of American cigarettes as of March 1969. These tests are made so that the consumer can know what he is urchasing and, if he wishes, change to another brand or cigarette style with lower levels. The Commission issues new ratings several times a year.

NONFILTER AND FILTER CIGARETTES 1956-1968



—U.S. Department of Agriculture
a) Includes regular filter (70mm).
b) Includes 80mm nonfilter.

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Source: https://www.industrydocuments.ucsf.edu/docs/gymk0000